

Assessing Tourist Satisfaction with Cultural Heritage Tourism Services in Melaka

Siti Aishah Abd Razak, Amy Nadia Abdul Rashid, Noordiana Sukur*

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Melaka Campus

*Corresponding Author

DOI: <https://dx.doi.org/10.47772/IJRISS.2025.910000545>

Received: 27 October 2025; Accepted: 03 November 2025; Published: 18 November 2025

ABSTRACT

This study aims to examine the strength and direction of the relationship between the quality of cultural heritage tourism services and tourists' overall satisfaction in Melaka. The research includes six variables: Cuisine, Entertainment, Accommodation, Transportation, Knowledge, and Heritage Characteristics service. A survey was conducted through a quantitative method among 385 tourists in Melaka, Malaysia. Convenience sampling has been chosen for this research. Descriptive analysis and Pearson Correlation were conducted, and it was found that overall tourist satisfaction in Melaka is good. The results suggest that improving service quality, particularly in customer interaction and service efficiency, can lead to better overall tourist experience and higher satisfaction. This study offers recommendations for the tourism industry operators and the government to maintain and enhance Melaka's tourism destination competitiveness.

Keywords: Tourist satisfaction, tourism services, service quality, heritage, cultural tourism

INTRODUCTION

Cultural and heritage tourism is dynamic and has become an essential part of the global travel industry, allowing travellers to embrace the history, culture, and nature of various places. This type of tourism connects people and stories from the present and the past (Seyfi & Hall, 2021; Poria et al., 2006; Timothy & Boyd, 2003). Moreover, heritage tourism nurtures cultural understanding, upholds traditions and supports economic growth, especially in areas where heritage resources are part of local identities. Due to the significant benefits of cultural tourism towards historical and cultural values, it has been recognised by the international union, United Nations Educational, Scientific, and Cultural Organisation (UNESCO) (Kutlu et al., 2024; Patuelli et al., 2013).

Asia is known for its diverse UNESCO World Heritage Sites, including iconic cultural landmarks such as the Great Wall of China, the Taj Mahal in India, Cambodia's Angkor Wat, the Historic City of Ayutthaya in Thailand, Indonesia's Borobudur Temple, and many more (UNESCO, 2025). Besides, Melaka city in Malaysia was declared a UNESCO World Heritage Site in 2008, making it one of the earliest UNESCO World Heritage Sites recognised in Malaysia (Jusoh et al., 2013). Being listed on UNESCO's heritage site, one of its significant designations is to increase public awareness and stimulate tourism (Kutlu et al., 2024). In addition, the Department of National Heritage (Jabatan Warisan Negara) under Ministry of Tourism and Culture (MOTAC), not only protecting, preserving conserving, and promoting the sites but also collaborating with stakeholders to make it relevant to today's people; fostering economic viability and community involvement (Portal Rasmi Jabatan Warisan Negara, 2025; Badan Warisan Negara, 2025).

Beyond its main objective of protecting and promoting heritage and culture. Heritage tourism destinations can leverage their resources to boost local economies. Ismail et al. (2014) stated that the local heritage site is also a component of tourism assets, one of the major sectors that have contributed to Malaysia's economy. Henceforth, as growing interest among tourists in exploring cultural and heritage sites continues, it is important to conserve these resources, as they hold profound meaning for both tourists and communities. While increasing awareness of the value of culture and heritage, this tourism offers an opportunity to generate

revenue through products and services. The significant alternative has contributed to the diversification of destination products and services, growing the customer base and extending the tourists' stay (Kutlu et al., 2024). Furthermore, the growth of interest in cultural and heritage tourism has led to niche areas such as archeological tourism (archaeotourism), arts and creative tourism, culinary tourism, dark tourism and many more (Timothy et al., 2024; Hassan et al., 2024; Aljohany & Choy, 2021; Kennell & Powell, 2020; Abdul Halim & Che Mat, 2010).

However, due to the rise in traveller and tourism-related activities, site management and the sustainability of heritage tourism have become major considerations from both practitioner and academic perspectives (Sasongko et al., 2025). Even though effective cultural heritage management requires a balance between conservation objectives and tourism development, many heritage tourism initiatives fail, generally due to a focus on conservation and on avoiding over-commercialisation, while the sector's business and marketing competence is lacking (Carlsen et al., 2008). Accordingly, heritage attractions are encouraged to move beyond exhibitions and education to a visitor-oriented approach that prioritises consumer preferences and the value of individual experiences (Sasongko et al., 2025). Besides that, there were still limited studies addressing the requirements for successful cultural heritage tourism businesses, including clear objectives, understanding market supply and demand, and the ability to meet the needs and expectations of visitors (Carlsen et al., 2008). Over time, as heritage tourism sites become more competitive, heritage destination managers must not only highlight unique features but also understand what, why and how to make them satisfied. By providing services and experiences that meet these needs, they can create added value and enhance satisfaction (Md Diton et al., 2025; Chen & Chen, 2010; Poria et al., 2006)

Therefore, evaluating service quality and tourist satisfaction, which reflect visitors' perceptions of their experiences and the services provided, is vital for ensuring the continued success and expansion of cultural tourism destinations. Melaka has its own distinct historical background and colonial structures that have been well preserved, making it an ideal environment for research in cultural heritage tourism. As described by Huyen et al. (2024), satisfaction is also a composite of many factors, including the quality of tourism services provided by accommodation, cuisine, entertainment, knowledge of the heritage, and the site itself. In any industry, satisfaction is a critical factor, and in the tourism sphere, it affects tourist loyalty and economic growth. To sustain a tourism environment, a high level of service quality is needed to meet expectations. Many studies have already examined the relationship between service quality and tourist satisfaction; however, research focusing on the context of heritage tourism sites remains limited (Huyen et al., 2024; Süer, 2021). While the other studies prioritised general hospitality and tourism services, this study will focus on the dimensions of heritage tourism services. This is because specific service elements, such as cuisine, accommodation, transportation, and cultural knowledge services, have become increasingly important for understanding tourist satisfaction in cultural heritage destinations (Barros et al., 2025). Despite their importance, these factors are often underexamined in an integrated manner, particularly in Southeast Asian contexts (Giao et al., 2021; Huyen et al., 2024). Although the government has made significant efforts and invested in planning, preservation, and renovation of historical and cultural tourist destinations, there is still a need for more in-depth research to understand what truly influences tourist satisfaction in the context of cultural heritage sites (Huyen et al., 2024). Understanding the strengths, weaknesses, unique characteristics, and competitive advantages of heritage sites is important for enhancing visitor experiences and satisfaction. However, previous studies often overlook these critical factors, leaving a knowledge gap that limits effective tourism development. This study aims to identify and analyse the dimensions of heritage tourism services and their strengths and directions toward overall tourist satisfaction in Melaka, a World Heritage Site.

LITERATURE REVIEW

Cultural Heritage Tourism

Cultural heritage tourism can be understood as a form of tourism closely associated with the holistic concepts of heritage and culture. Heritage can be defined as 'the legacy of people, culture, and environments inherited from the past, which includes natural and built landscapes, physical artefacts, and cultural forms (e.g. music, literature, art, folklore, monuments), intangible culture (values and traditions, customs and practices, spiritual beliefs, language), and biological traits (Rogers et al., 2013). Then, heritage tourism is often associated with

cultural tourism, encompassing tangible and intangible heritage. The UNESCO Institute for Statistics (2009) describes tangible heritage as movable, underwater, and immobile, while intangible cultural heritage (cultural and natural artefacts, sites, or monuments) also includes cave paintings and industrial heritage. Whereas, cultural heritage tourism can be defined as a form of alternative tourism that offers opportunities to learn about historical processes and reflects the values and beliefs of the societies (Bonet, 2013)

In general, there is a mutual link between cultural heritage and tourism, where both sectors support the sustainability relevance of the other. This synergy ensures that both cultural heritage conservation and tourism development can achieve their goals. Besides nurturing cultural understanding and upholding traditions, heritage tourism also supports the local economy by creating job opportunities and generating income (Amir et al., 2015; Abdullah et al., 2016). With the growing demand in this segment of the industry, tourism destinations have been offering tourist services that encounter cultures, traditions, landmarks, and living heritage (Timothy & Boyd, 2003). Additionally, the absence of any of these elements (destination, transportation, information, promotion, service system, travel needs, safety and security) would likely affect the growth of the tourism system (Huyen et al., 2024). From this perspective, tourism services in heritage destinations play an important role in shaping the tourist experience and overall satisfaction, while at the same time ensuring the sustainability of these destinations. Overall satisfaction is always shaped by a combination of functional and experiential factors offered at the heritage site, encompassing not only facilities and amenities but also cultural values, engagement, and interpretation.

Tourist Satisfaction

Tourist satisfaction can be described as the level of enjoyment and contentment a traveller experiences, particularly in relation to a product or service feature that meets their expectations, preferences and requirements when travelling (Tagiya & Odang, 2024, as cited in Severt et al., 2008). In the tourism industry, satisfaction is closely linked to expectations established before the trip and the actual experiences encountered during and after it. Tourists feel satisfied when their experiences meet or exceed their initial expectations (Tagiya & Odang, 2024; Sari & Lestari, 2021; Chen & Che, 2010). On the contrary, when the tourist feels displeasure, they are dissatisfied with the anticipated result (Huu et al., 2024; Sari & Lestari, 2021; Chen & Chen, 2010).

Additionally, satisfaction is perceived in a holistic manner, evaluating every aspect of service quality; in order to get value for their money, customers need to be satisfied with services across all quality dimensions, both tangible and intangible (Salleh et al., 2013) in (Al Saqri & Tumati, 2023). Numerous studies have supported that there was an influence of perceived service quality on satisfaction (Yang et al., 2025; Sing & Sarmah, 2023; Markovic et al., 2022; Singh et al., 2020; Latiff & Imm, 2015; Khuong & Ngoc, 2014)

Service quality is a multidimensional construct, and the findings confirm that satisfaction is enhanced by higher perceptions of service quality in the two most important dimensions: core tourism experience and hygiene (Rajaratnam et al., 2014). While comparing the effects of three service quality dimensions (infrastructure, room, and interaction quality) on satisfaction among domestic and international tourists, Yang et al. (2025) found significant differences in the effects of interaction quality on customer satisfaction and recommendation intention. Furthermore, satisfaction has a major effect on word-of-mouth and intention to return to the destination (Yang et al., 2025; Sing & Sarmah, 2023; Sari & Lestari, 2021; Suer, 2021; Latiff & Imm, 2015; Khuong & Ngoc, 2014; Ozdemir et al., 2012). Besides that, previous studies show a connection between service quality and return intention, mediated by satisfaction, demonstrating that satisfied tourists are more inclined to recommend a place and return to a destination. For example, satisfaction mediates the relationships among destination image, perceived value, service quality, satisfaction, and word of mouth in Ho Chi Minh City (Khuong & Ngoc, 2014).

In the context of cultural and heritage tourism, past studies have shown that certain qualities and elements can contribute to tourists' satisfaction at destinations. In studying the attributes of heritage sites in Oman, Mustafa et al. (2020) found that facilities, maintenance, accessibility, and service quality play a critical role in overall tourist satisfaction with heritage sites. Elements of cultural heritage tourism usually encompass both intangible and tangible heritage. Past studies have shown that these elements strongly influence tourists' satisfaction,

whether tangible or intangible. Canny (2013), in a study of domestic tourists at Borobudur Temple, found that tangible dimensions were the most influential factor compared to intangible dimensions (highly satisfied with cleanliness and tidiness), and satisfaction had a significant effect on future behavioural intention. Huyen et al. (2024) found that service factors (accommodation, entertainment, transportation, cuisine, and service characteristics) have a significant influence on tourists' overall satisfaction at the Van Mieu - Quoc Tu Giam heritage site. However, there were also different results on the effects of service quality on satisfaction in historical tourism. Rahayu et al. (2023) found that service quality did not significantly influence satisfaction in a study conducted at historical attractions in South Sumatra. In addition to service quality, the tourists' satisfaction was also influenced by experience quality. According to Chen (2010), service quality is the execution of services at the attribute level (managed by the provider), while experience quality is the psychological impact of engaging in tourist-related activities. Cultural heritage tourism satisfaction reflects the tourists' assessment of their entire experience, taking into account both tangible services, such as lodging and transportation, and intangible cultural and heritage elements, which tend to foster word-of-mouth, repeat visitation and loyalty. Hence, customer and tourist satisfaction has been widely acknowledged as a central value in marketing and a fundamental indicator for determining the success and performance of tourism destinations (Huu et al., 2024; Sari & Lestari, 2021; Salleh et al., 2013; Al Saqri & Tumati, 2023).

Heritage Characteristics and Properties

In heritage tourism, attractions and sites encompass both tangible and intangible aspects of a destination, and together they shape its cultural and historical character. This includes monuments, architecture, historic structures, urban landscapes, traditional artefacts and even intangible aspects of a site, such as local customs, oral traditions, or spiritual values (Timothy & Boyd, 2003). Heritage elements and traits function as independent variables in locations such as Melaka, a UNESCO World Heritage Site, where the tourist experience centres on cultural and historical identity. These features play a key role in attracting cultural tourists, and their authenticity, preservation, and interpretive value significantly affect how visitors perceive and experience their trip as a whole. Heritage characteristics represent unique historical and cultural features that significantly shape tourists' perceptions of the importance and genuineness of culture (Huyen et al., 2024). It encompasses the uniqueness of the site's history, the depth of its heritage cultures, the scope of cultural tourism services, the beauty of its landscapes and architecture, as well as the warmth of the local community and its hospitality. Tourists' favourable assessments of the site's intrinsic value, as well as hospitality and service quality during the visit, support their satisfaction relative to expectations, resulting in higher satisfaction (Kozak & Rimmington, 2000).

In empirical studies of tourist satisfaction, heritage characteristics and attributes are often understudied as independent variables. The limited use of the service quality variable and heritage tourism characteristics that affect tourist loyalty suggests that previous studies have emphasised generic service aspects while neglecting heritage-specific components (Sasongko et al., 2025). The unique features of cultural heritage sites are expressed through their historical significance, cultural values, types of tourism offered, scenic landscapes, and connections to local communities. Previous research has consistently shown that destination attributes, including those of cultural heritage sites, positively influence tourist satisfaction (Saleem & Umar, 2023; Giao et al., 2021; Kozak & Rimmington, 2000; Sangpikul, 2018). Visitors are often motivated by a desire to interact with the past, see tangible evidence of human history, and see how cultures have changed

Cuisine Service

The cuisine service captures guests' experiences with the food and drink they receive during their visit to the historical site. This encompasses adherence to food hygiene and safety standards, service efficiency, reasonable prices, the attractiveness and quality of dishes, and the variety of culinary choices available. A pleasing culinary experience may greatly enhance tourists' overall happiness and deepen their cultural immersion, since local food is a key component of cultural heritage tourism (Saleem & Umar, 2023; Piramanayagam et al., 2020). Tourists prioritise qualities such as authenticity, taste and quality over price or appearance. All these items align perfectly with the concept of "cuisine service," which relies on various factors of the food experience to ensure overall satisfaction. This is because food and culinary services not only

play a practical role but also an experiential role in heritage tourism. Food is becoming a more important component of the total tourist value chain, as tourists increasingly seek authentic culinary experiences tied to heritage (Garofalo et al., 2025).

Food is a primary medium for expressing local history, identity, and intercultural narratives in culturally diverse cities like Melaka. Tourists' cultural engagement often centres on culinary experiences, especially in places with rich culinary traditions. However, most research on food tourism tends to emphasise culinary experiences in upscale or urban environments, rather than exploring traditional or heritage-based food practices (The & Mohammad, 2022). Culinary services at tourist destinations play a vital role in enhancing visitor satisfaction. Key factors used to evaluate the quality of food services include the variety of offerings, types of dishes, pricing, service standards, and food hygiene and safety.

Numerous studies have confirmed the positive influence of these elements on tourist satisfaction (Saleem & Umar, 2023; Giao et al., 2021; Nguyen, 2021; Piramanayagam et al., 2020; Kozak & Rimmington, 200). Culinary experiences are frequently recalled as trip highlights and can have a significant impact (e.g., high-quality food, authenticity, service) on destination image, repeat visitation intent, word-of-mouth, and satisfaction (Hokelekli & Guneren, 2025; Maraña et al., 2024; Lee et al., 2019). In the context of cultural heritage tourism, visitor satisfaction often extends to broader aspects of the heritage experience. Huyen et al. (2024) found that the characteristics and properties of heritage and cuisine services are the most influential factors affecting visitors' satisfaction at heritage sites. Hence, it is important to identify which aspects of local cuisine attract tourists when choosing culinary experiences (Tiganis & Chrysochou, 2024).

Entertainment Service

In heritage tourism, entertainment services encompass a range of cultural, recreational, and leisure activities designed to enhance visitors' overall experience. The term entertainment service refers to the variety and quality of cultural and recreational activities (such as conventional performances, folk arts, and other cultural exhibits and festivals) aimed at enhancing the visitor experience, satisfaction, and enjoyment (Giao et al., 2021; Nguyen, 2021). While the quality of infrastructure is simple to evaluate, the impact of entertainment, which is frequently included with leisure services, is less evident on satisfaction (Hwang et al., 2023). At historical sites, entertainment services fulfil a dual purpose, offering recreational value and serving as a link for cultural interpretation and heritage engagement. The entertainment services within heritage tourism include interactive displays, heritage-themed activities, traditional performances, and cultural performances that provide tourists with emotional, educational, and cultural value. In studying how exhibition interactivity features shape satisfaction and loyalty among tourists at World Heritage Sites, the findings support that interactive exhibits, quality of delivery, and immersive participation influence tourist satisfaction (Hu et al., 2025). The diversity of services, entertainment offerings, pricing, and overall service quality at a destination play a significant role in drawing visitors and boosting their satisfaction. Past research has identified a positive correlation between entertainment services and tourist satisfaction (Giao et al., 2021; Nguyen, 2021). A range of leisure activities, such as water activities, hiking, and adventure excursions, as well as more laid-back attractions like live shows, cultural exhibitions, amusement parks, and lively nightlife, appeals to visitors with varying interests and age groups. A study by Huyen et al. (2024) focuses on cultural heritage and the broader concept of "tourism quality," which implicitly emphasises improving visitors' experience through interactive activities. Li et al. (2024) examine how visitor interaction, pleasant emotional experiences, learning, and a sense of well-being all contribute to tourist satisfaction and destination loyalty.

Accommodation Service

The term accommodation service refers to the quality and appropriateness of the lodging options available to tourists during their stay. It addresses factors such as the range of lodging options (e.g., hotels, motels, and homestays), fair pricing, the adequacy of amenities, and the quality of customer service and associated services (Grobelna & Marciszewska, 2013). For tourists, sufficient and comfortable lodging is a fundamental expectation and contributes significantly to a stress-free and enjoyable heritage tourism experience. A key component of tourism infrastructure, lodging services have a big impact on visitors' general experiences and

happiness. The accommodation service, which frequently has a significant impact on a tourist's initial and final thoughts of a destination, is a fundamental component of tourism. Latiff & Imm (2015) conducted research on foreign tourists visiting Kuala Lumpur, found significant relationships between services (accommodation service quality, hospitality, entertainment and transportation) and tourist satisfaction. In heritage tourism, the research emphasises that a beautiful design that mirrors cultural identity, when paired with a considerate adaptation, fosters authenticity, improves a sense of place, and indirectly aids conservation by providing lodging options thematically connected to cultural history (Wee, 2023). Research findings from studies by Grobelna & Marciszewska (2013) and Kozak & Rimmington (2000) consistently show a strong positive link between these accommodation features and visitors' satisfaction. A locale that offers multiple options, from extravagant five-star accommodations and boutique hotels to affordable hostels, guesthouses, and distinctive homestays, ensures travellers can find a place to stay that suits their specific requirements and preferences. Although Huyen et al. (2024) focus specifically on the quality of cultural heritage tourism, their exploration of the broader concept of "tourism quality" implicitly acknowledges that a satisfying visitor experience is closely linked to suitable accommodation options.

Transportation Service

Transportation services play a vital role in tourism, as they directly influence a tourist's mobility, access to destinations, and overall travel experience. According to Purnawan & Putri (2024), the important aspects of transportation service quality influencing the tourist travel experience include time, cost, convenience, security, reliability, and availability. These align with the independent variables used in tourist transport service models. In locations where travel convenience strongly influences accessibility and enjoyment, transportation services are crucial to shaping the overall tourist experience. Most research views transportation primarily as a functional necessity, rather than recognising it as an experiential or culturally enriching component of tourism services. Transportation is frequently assessed based on logistical factors such as accessibility, timeliness, and price, without considering the contribution of heritage-themed modes (such as trishaws, river cruises, and pedestrian walkways) to the authenticity and enjoyment of the visitor experience. Despite transportation being included in the model, factors such as cultural heritage and enjoyment have a greater impact on satisfaction (Huyen et al., 2024). Past studies have established a positive correlation between transportation services and tourist satisfaction (Huyen et al, 2024; Giao et al., 2021; Nguyen, 2021). The quality and accessibility of transport directly impact the overall travel experience, influencing both enjoyment and perception of the destination.

Cultural Heritage Knowledge Service

The cultural heritage knowledge service assesses how effectively visitors to a heritage site comprehend and value its historical and cultural importance. It takes into account the frequency and quality of promotional activities, the clarity and accessibility of information, the abundance of heritage-related events, the accuracy and presentation of interpretive materials and signage, and the professionalism and clarity of guides and interpreters (Saleem & Umar, 2023). Tourists' connections to the location are strengthened, and their satisfaction is increased by high-quality knowledge services that promote cultural engagement and learning. Heritage tourism heavily relies on the important but frequently overlooked cultural heritage information service (it refers to the services and tools offered by tourism stakeholders such as museum displays, interpretive signage, guided tours, digital heritage apps, cultural narratives, local storytelling, and other resources) that aid travelers in comprehending, valuing, and emotionally engaging with the historical and cultural background of a location (Timothy & Boyd, 2003). By translating abstract cultural ideals into understandable, valuable information, these services enhance the visitor experience. Educational displays, guided tours, and interpretive signage are examples of cultural heritage knowledge services that are essential to improving tourist satisfaction by providing valuable context and understanding of heritage attractions. There are studies that concentrated on tangible tourism services such as lodging, transportation, and food, while intangible, cognitive services such as cultural interpretation are either included under overall service quality or entirely disregarded (Aksan et al., 2025; Sasongko et al., 2025; Huyen et al, 2024; Park & Jeong, 2019). Past studies have highlighted a positive link between cultural heritage knowledge services and visitor satisfaction (Huyen et al, 2024; Saleem & Umar, 2023)

Research Framework

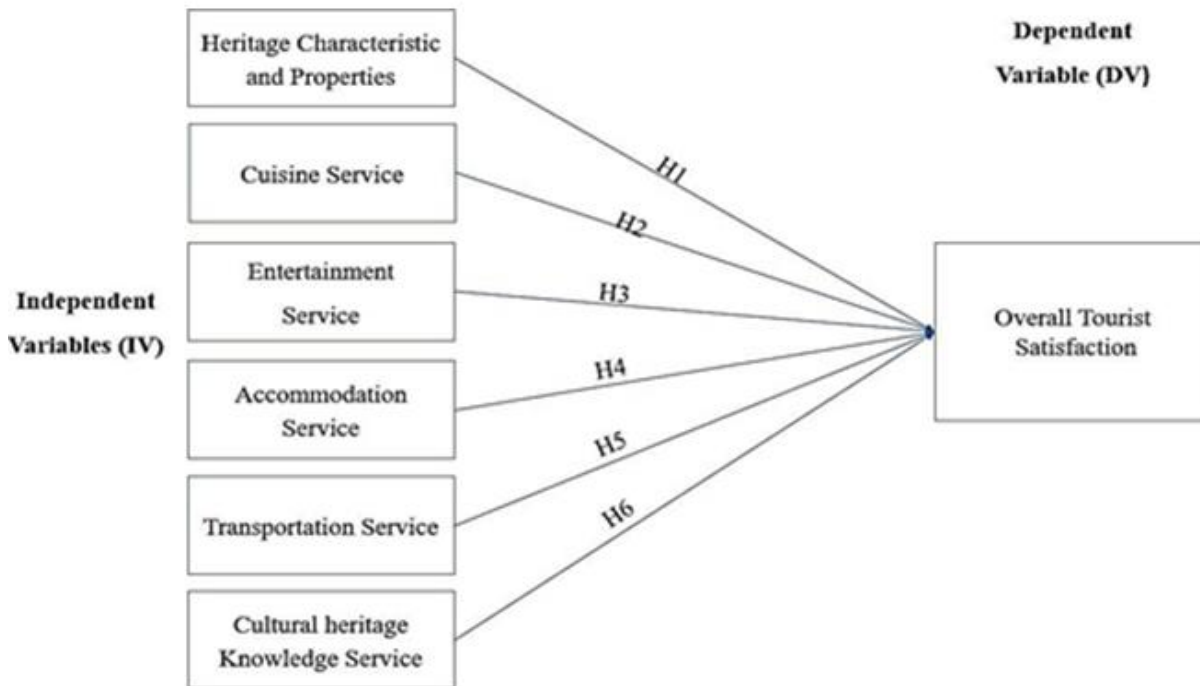


Figure 1: Research Framework

The framework depicted in Figure 1 is the relationship between service quality and overall tourist satisfaction in Melaka. The framework, adapted from Huyen et al. (2024), identifies six independent variables —heritage features and attributes, culinary services, entertainment offerings, accommodation services, transportation options, and cultural heritage knowledge services —as key factors influencing the dependent variable, overall tourist satisfaction.

H1: There is a significant and positive relationship between Heritage Characteristics and Properties and Overall Tourist Satisfaction.

H2: There is a significant and positive relationship between Cuisine Service and Overall Tourist Satisfaction.

H3: There is a significant and positive relationship between Entertainment Service and Overall Tourist Satisfaction.

H4: There is a significant and positive relationship between Accommodation Service and Overall Tourist Satisfaction.

H5: There is a significant and positive relationship between Transportation Service and Overall Tourist Satisfaction.

H6: There is a significant and positive relationship between the Cultural Heritage Knowledge Service and Overall Tourist Satisfaction.

METHODOLOGY

This study employed a quantitative, descriptive and correlational research design. This design is used to examine and explain the relationships between six independent variables and one dependent variable using numerical data. Data were collected from tourists in Melaka, Malaysia. As reported, a total of 13.58 million tourists visited Melaka in 2024, marking 6.11 million more visitors than the same period last year, with 10.24 million domestic tourists and 3.33 million foreign tourists (State's Tourism, Heritage, Arts, and Culture Committee). A total of 385 respondents were obtained through convenience sampling.

Data collection was conducted using a structured questionnaire divided into three sections. Section A covered the demographic details of the respondents, including age, gender, occupation, and education level. Section B examined six specific tourism service aspects: heritage characteristics and properties, cuisine, entertainment, accommodation, transportation, and cultural heritage knowledge services. Section C evaluated tourists' overall satisfaction with all six components of the service quality provided. A five-point Likert scale was used for rating, with 1 equating to 'Strongly Disagree' and 5 to 'Strongly Agree,' to assess the level of affirmation with each statement presented.

To evaluate the questionnaire's reliability, a pilot test with 25 respondents was conducted before the main data collection. The internal consistency of each construct was assessed with Cronbach's Alpha, a widely used reliability coefficient. The Cronbach's Alpha results for the six variables range from 0.930 to 0.987, all of which exceed the acceptable threshold of 0.70, indicating high reliability. The data was then analysed using SPSS. Descriptive statistic was applied to summarise the respondents' profiles and the study variables. The researcher has also conducted inferential statistical analysis and Pearson correlation analysis to study the relationships and strengths between variables.

FINDINGS AND ANALYSIS

Respondent Profile

Table 1 outlines the demographic profile of the respondents. Among the respondents, 55.1% were female and 44.9% were male. The largest age group was 18 to 27 years, comprising 31.4% of the sample, followed by those aged 28 to 37 at 24.9%, while the smallest group was those aged 58 and above, accounting for only 13.0%. Regarding occupation, the majority (46.8%) were employed, and the most common education level was a bachelor's degree, held by 57.7% of respondents. These findings suggest that the study sample is well-balanced and free from bias, providing a reliable basis for analysing key service-related factors that influence satisfaction in heritage tourism.

Table 1: Demographic characteristics of respondents

Characteristics		Frequency	Percentage (%)
Gender	Male	173	44.9
	Female	212	55.1
Age	18-27 years	121	31.4
	28-37 years	96	24.9
	38-47 years	75	19.5
	48-57 years	43	11.2
	58 years and above	50	13.0
Occupation	Student	107	27.8
	Employee	180	46.8
	Unemployment	63	16.4
	Retired	35	9.1
Education Level	High School (SPM/SVM)	99	25.7
	Undergraduate (SKM/Diploma/Pre- Diploma/Degree	222	57.7
	Post-Graduate (Master/PHD)	64	16.6

Descriptive Analysis for Independent Variables

Table 2 presents descriptive statistics for the independent variables. For the first variable, Heritage Characteristics and Properties, the item "Melaka possesses a unique and distinguished heritage history" recorded the highest mean score of 4.56, indicating that it was the most positively rated statement by respondents. While for cuisine services, "Traditional local dishes are available in Melaka" and "food and beverage facilities are readily available at tourist sites" both received the highest mean score of 4.45. Then, descriptive statistics for entertainment service variables indicate that the item "Local folk art and cultural performances are interesting and artistic" had the highest mean score of 4.45, indicating that respondents rated

this aspect most positively on average. For accommodation service variables, the highest mean score of 4.53 is for the item “A range of accommodation options (hotels, motels, homestays, etc.) is available in Melaka”. In Transportation Services, the item “Melaka provides good transportation options” received the highest mean score of 4.54. Lastly, the values for cultural heritage knowledge service variables show that the item “Heritage-related signs, notices, and instructions are clearly presented and informative” received the highest mean score of 4.4. Overall, the highest average mean value is $M = 4.47$ for the variable Heritage Characteristics and Properties, while the lowest average mean value is $M = 4.35$ for the variable Cuisine Services.

Table 2: Descriptive Statistics for Independent variables

Items	N	Mean	Std. Deviation
Heritage Characteristics and Properties			
Melaka possesses a unique and distinguished heritage history.	385	4.56	.818
Melaka offers rich and diverse cultural values	385	4.46	.857
There are numerous cultural heritage attractions in Melaka available	385	4.49	.829
Local residents near heritage sites in Melaka are welcoming and approachable	385	4.38	.894
Cuisine services			
Food and beverage facilities are readily available at tourist sites	385	4.45	.846
A variety of cuisine is available at reasonable prices	385	4.11	.996
Traditional local dishes are available in Melaka	385	4.45	.780
Food services demonstrate high service quality	385	4.37	.872
Food and beverage services comply with safety and hygiene standards	385	4.36	.867
Entertainment Services			
1) Entertainment options provided are of good quality and accessible	385	4.43	.839
2) Prices for entertainment services are fair and reasonable	385	4.08	.964
3) Handicraft and souvenir shops are present at tourist sites	385	4.44	.849
4) Local folk art and cultural performances are interesting and artistic	385	4.45	.759
5) The entertainment services offered have good service quality	385	4.37	.856
Accommodation Services			
A range of accommodation options (hotels, motels, homestays, etc) is available at Melaka	385	4.53	.826
There are sufficient accommodations facilities near tourist site Melaka	385	4.49	.778
Accommodation staff warm and welcoming	385	4.44	.782
Accommodation services in Melaka have good service quality	385	4.40	.792
Transportation Services			
1) Melaka provides good transportation options	385	4.54	.749
2) Heritage sites in Melaka are accessible through various modes of transportation	385	4.43	.851
3) Various transportation options are available in Melaka, including taxis, buses, vans, rental cars, rickshaw and etc	385	4.47	.794
4) Drivers demonstrate good behavior and professional ethics	385	4.41	.855
5) Transportation services at heritage sites in Melaka are clean and safe	385	4.44	.809
Cultural Heritage Knowledge Service			
1) Frequently see advertisement about heritage site at Melaka	385	4.44	.824
2) Tourist information centers are readily available at most heritage locations at Melaka	385	4.38	.867
3) Staff at the tourist sites are knowledgeable and engage well with tourist	385	4.42	.780
4) A variety of cultural and heritage events are organized at Melaka	385	4.46	.866
5) Heritage-related signs, notices and instructions are clearly presented and informatively	385	4.47	.764
6) Tour guides and operators are available to assist tourist	385	4.41	.815

Descriptives analysis for dependent variable

Table 3 presents the descriptive statistics for overall tourist satisfaction variables. The item “Overall, I am

satisfied with the heritage features of Melaka” recorded the highest mean score of 4.61, indicating it was the most positively rated by respondents. In contrast, the item “Overall, I am satisfied with the quality of cuisine services” had the lowest mean at 4.49, reflecting the least favorable average rating. The highest standard deviation was observed for “Overall, I am satisfied with the transportation services in Melaka” at 0.816, suggesting greater variation in responses. Meanwhile, “Overall, I am satisfied with the heritage features of Melaka” showed the lowest standard deviation of 0.724, indicating more consistent responses among participants.

Table 3: Descriptive Statistics Overall Tourist Satisfaction

Items	N	Mean	Std. Deviation
Overall, I am satisfied with the heritage features of Melaka	385	4.61	.724
Overall, I am satisfied with the quality of cuisine services	385	4.49	.729
Overall, I am satisfied with the quality of entertainment services	385	4.51	.778
Overall, I am satisfied with the accommodation services provided	385	4.58	.757
Overall, I am satisfied with the transportation services in Melaka	385	4.53	.816
Overall, I am satisfied with the heritage-related information and services	385	4.56	.765
Overall, I am satisfied with the overall quality of services provided in Melaka	385	4.60	.686

Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships among all six independent variables: Heritage Characteristic and Properties (B1), Cuisine (B2), Entertainment (B3), Accommodation (B4), Transportation (B5), and Heritage Knowledge Service (B6). Meanwhile, the dependent variable is Overall Tourist Satisfaction(B7). Table 5 shows that there was a significant strong, positive relationship between Accommodation Service(B4) and Overall Tourist Satisfaction(B7) at $r(383)=(.864)$, $p=(p<.001)$, relationship between (B4) and (B7) is the highest correlation among others. Next, the relationship between Heritage Characteristic and Properties(B1) and Overall Tourist Satisfaction(B7) is strong, positive relationship at $r(383)=(.855)$, $p=(p<.001)$. Followed by other significant strong and positive relationship between Overall Tourist Satisfaction(B7) and Transportation Service(B5) at $r(383)=(.854)$, Heritage Knowledge Service(B6) at $r(383)=(.849)$, Entertainment Service(B3) at $r(383)=(.830)$, Cuisine Service(B2) at $r(383)=(.824)$, and all at $p=(p<.001)$. All item pairs show strongly significant correlations at the $p<.001$ level. (2-tailed), confirming high internal consistency and the reliability of the instrument. Items B4(Accommodation Service) and B7(Overall Tourist Satisfaction) shows the highest correlation and relationship at $r(383)=(.864)$, followed closely by B1(Characteristic and Properties) and B7(Overall Tourist Satisfaction) at $r(383)=(.855)$ and B5(Transportation Service) and B7(Overall Tourist Satisfaction) at $r(383)=(.854)$.

Table 4: Correlation Analysis

Items		B7 Overall satisfaction
B1 Heritage Characteristics and Properties	Pearson Correlation	.855**
	Sig. (2-tailed)	<.001
	N	385
B2 Cuisine Services	Pearson Correlation	.824**
	Sig. (2-tailed)	<.001
	N	385
B3 Entertainment Services	Pearson Correlation	.830**
	Sig. (2-tailed)	<.001
	N	385
B4 Accommodation Services	Pearson Correlation	.864**
	Sig. (2-tailed)	<.001
	N	385
B5 Transportation Services	Pearson Correlation	.854**
	Sig. (2-tailed)	<.001
	N	385

B6 Cultural Heritage Knowledge Services	Pearson Correlation	.849**
	Sig. (2-tailed)	<.001
	N	385

p=(p<.001) level sig. (2-tailed)

DISCUSSION

The results show that the overall rate of cultural heritage tourism services provided in Melaka and the overall level of tourist satisfaction in Melaka are good. Tourists are mostly satisfied with the factor of heritage characteristics and properties, followed by accommodation services, transportation services, cultural heritage knowledge services, entertainment services, and cuisine services at the heritage site. With regard to the study on the relationship between heritage tourism services and overall satisfaction among tourists who have visited Melaka, the results indicate a strong, positive, and statistically significant correlation between all six independent variables and the dependent variable, overall tourist satisfaction. The two factors that are more influential than other variables are: 'accommodation services' and 'heritage characteristics and properties'. The outstanding results across multiple item pairings imply that they may reflect critical elements of service quality, potentially including staff responsiveness, personalised attention, and assurance. The findings are partially similar to the Huyen et al. (2024) study, which showed a significant influence of heritage characteristics, properties, and cuisine services on overall satisfaction of tourists at Van Mieu – Quoc Tu Giam. The research findings from studies by Grobelna & Marciszewska (2013) and Kozak & Rimmington (2000) consistently show a strong positive link between accommodation features and visitors' satisfaction. By focusing on these outstanding results and the impact of attributes, tourism stakeholders in Melaka can create a strategic plan to improve visitor expectations and enhance overall tourist satisfaction. This study helps improve service quality in Melaka, thereby maintaining its attractiveness as a worldwide heritage tourism destination. Overall, the results of this study suggest that heritage tourism managers should focus not only on protecting historical sites but also on enhancing the overall tourist experience and satisfaction. Simple efforts like offering guided tours, sharing stories about the site's history, and providing information in different languages can help visitors feel more connected and satisfied (Timothy & Boyd, 2003; Moscardo, 1996). In addition to ensuring that services like transport and entertainment run smoothly, the service provider also needs to play an important role in creating a pleasant trip for tourists (Su & Wall, 2016). By creating meaningful and engaging experiences, rather than just showing things to see, managers can build stronger emotional connections with visitors and encourage them to come back (Richards, 2018). Lastly, to improve overall tourist satisfaction, all stakeholders — government agencies, local residents, managers, and other private agencies — need to play their roles responsibly.

CONCLUSION AND RECOMMENDATIONS

Cultural and heritage tourism helps people explore history and culture while supporting local economies. In Malaysia, heritage sites like Melaka play an important role in tourism and economic growth. However, managing these sites is challenging, as many focus too much on preservation and not enough on visitor experience. Good service quality and tourist satisfaction are key to sustainable growth, yet research on heritage tourism, especially in Southeast Asia, is still limited. More studies are needed to understand what truly makes visitors satisfied at heritage destinations. The study found that both cultural heritage tourism services and overall tourist satisfaction in Melaka are rated highly. Tourists are most satisfied with heritage characteristics, followed by accommodation, transportation, cultural knowledge, entertainment, and cuisine services.

A key recommendation from earlier studies on tourist satisfaction regarding service quality in Melaka is to enhance the reliability and consistency of tourism services, particularly in the heritage and cultural sectors. Research by Salleh et al. (2014) and Yaacob et al. (2020) emphasises the importance of strengthening these aspects to improve the overall visitor experience. Services such as cleanliness, accessibility, signage, and staff are highly regarded by tourists. Therefore, it is imperative that tourism organisations and businesses in the area prioritise conducting regular service quality assessments using tools such as SERVQUAL or SERVPERF to identify areas that need improvement. Training programs for frontline staff, especially in cultural awareness and communication, may greatly improve the overall experience for both domestic and foreign tourists. In addition,

Mohd Zin et al. (2017) and Aziz et al. (2018) emphasised the need to integrate digital tools and feedback mechanisms to obtain real-time input from visitors. This allows service providers to respond quickly to customer dissatisfaction and monitor changing tourist expectations. Tourist satisfaction and value perception can be improved by investing in mobile-friendly applications for service ratings, historical information, and navigation. Furthermore, coordinated marketing and infrastructure development should concentrate on modernising tourist facilities while preserving the authenticity of historical sites. Such efforts not only promote return visits by tourists but also help preserve Melaka's reputation as one of Malaysia's leading cultural tourism destinations. Although numerous studies have explored the relationship between tourism service quality and tourist satisfaction in Melaka, there remains a need for further research that emphasises cultural and experiential elements, especially within the realm of heritage tourism. Most existing studies, such as those by Salleh et al. (2014) and Mohd Zin et al. (2017), have primarily focused on tangible aspects of service, including accommodation, transportation, and cleanliness. However, we still don't fully grasp how intangible factors such as local storytelling, genuine cultural interaction, and emotional connection to historical landmarks can increase overall contentment. To gain more in-depth emotional insights, future research may use qualitative or mixed-methods approaches to elicit more detailed emotional and perceptual insights from tourists, particularly foreigners, who may have varying interpretations of cultural encounters.

Furthermore, additional research is needed to examine how emerging technologies such as augmented reality (AR), mobile applications, and virtual tour guides enhance service quality and customer satisfaction. Although the idea of integrating digital tools into tourism was first introduced by Aziz et al. (2018), there remains a lack of empirical studies assessing their effectiveness, especially in the context of Melaka. Researchers might also examine post-pandemic tourism habits to see how hygiene, safety, and digital convenience expectations affect happiness. Longitudinal studies can also help understand how tourist tastes change over time, allowing Melaka to remain competitive as a cultural attraction in Southeast Asia.

REFERENCES

1. Abdul Halim, M, A, S, & Che Mat, A. (2010). The contribution of heritage product toward Malaysian Tourism Industry: A case of eastern coastal of Malaysia. *International Journal of Human Science*, 7(2), 346.
2. Abdullah, I., Abdul Manan, M. M., Abdull Manan, E., & Abdullah, M. R. T. (2016). Heritage Tourism Satisfaction Toward Malacca Museums in Malaysia. *Journal of Applied Environmental and Biological Sciences*, 6(6S), 63-68. <https://doi.org/10.21859/j.aebbs>
3. Aksan, A, Sulaiman, P, A, & Ain, N. (2025). Tourists' Understanding of Heritage Sites Interpretation based on Guided Tour Experience. *International Journal of Research and Innovation in Social Science*, 10, 6117.
4. Al Saqri, M, S, & Tumati, R. (2023). A Journey into Cultural Marvels: Tourist Perception and Satisfaction with Cultural Heritage Sites in Muscat, Oman. *International Journal of Research in Entrepreneurship & Business Studies*, 4(4), 1-14.
5. Alcocer, N, H, Lopez Ruiz, V,R, & Grigorescu, A. (2019). Measurement of Satisfaction in Sustainable Tourism: A Cultural Heritage Site in Spain. *Sustainability*, 11, 6774.
6. Aljohany, N, M, & Choy, E, A. (2021). Impact Of Heritage Tourism On Local Community In Sabah, Malaysia. *eBangi Journal of Social Science and Humanities*, 18(5), 122-137.
7. Amir, S, Osman, M, M, Bachok, S, & Ibrahim, M. (2015). Sustaining local community economy through tourism: Melaka UNESCO World Heritage City. *The 5th Sustainable Future for Human Security (Sustain 2014)*. 28, pp. 443-452. *Procedia Environmental Science*, Elsevier.
8. Badan Warisan Negara. (2025). Retrieved from Badan Warisan Negara: <https://badanwarisanmalaysia.org/tag/badan-warisan-malaysia/>
9. Bonet, L. (2013). Heritage Tourism. In *Handbook on the Economics of Cultural Heritage* (pp. 386-401). Northampton, MA, USA: Edward Elgar Publishing.
10. Brooks, C, Waterton, E, Saul, H, & Renzaho, A. (2023). Exploring the relationships between heritage tourism, sustainable community development and host communities' health and wellbeing: A systematic review. *PLoS ONE*, 18(3).
11. Canny, I, U. (2013). An Empirical Investigation of Service Quality, Tourist Satisfaction, and Future Behavioural Intentions Among Domestic among Domestic Local Tourist at Borobodur Temple.

- International Journal of Trade, Economics and Finance, 4(2), 86.
12. Carlsen, J, Hughes, M, Frost, W, Pocock, C, & Peel, V. (2008). Success Factors In Cultural Heritage Tourism Enterprise Management. Australia: CRC for Sustainable Tourism Pty Ltd 2008 .
13. Chen, C, F, & Chen, F, S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31, 29-35.
14. Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
15. Correia, A., & Kozak, M. &. (2013). From tourist motivations to tourist satisfaction. *International Journal of Culture, Tourism And Hospitality Research*, 7(4), 41.
16. Garofalo, A, Palmieri, N, & Boccia, F. (2025). Is gastronomy crucial for UNESCO sites' tourists? An important exploratory Italian study. *Quality & Quantity*, 59, 5133-5155.
17. Geçikli, R., Turan, O., Lachytová, L., Dagli, E., Kasalak, M. A., Ugur, S., & Guven, Y. (2024). Cultural Heritage Tourism and Sustainability: A Bibliometric Analysis. *Sustainability*, 16(5), 6424.
18. Grobelna, A., & Marciszewska, B. (2013). Work conditions and their impact on the quality of customer service in the hotel industry. *International Journal of Contemporary Management*, 12(4), 89–102.
19. Giao, H. N. K., Vuong, B. N., Phuong, N. N. D., & Dat, N. T. (2021). A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam. *GeoJournal of Tourism and Geosites*, 36(2 spl), 663–671. <https://doi.org/10.30892/gtg.362spl14-696>
20. Hall, C. M., & Zeppel, H. (1990). History, architecture, environment: Cultural heritage and tourism. *Journal of Tourism Studies*, 1(2), 45–52.
21. Hassan, R, Che Zahari, Mm R, Awang, A, Ramlee, N, Saadul Kurzi, N, Abdul Hamid, N, H, & Bak, Y, L. (2024). Increasing Local Economic Via Developing Tourism Trail at Sg Budor Village, Kelantan. *BIO Web of Conferences*, 131, p. 02006.
22. Hokelekli, N, A, & Guneren, E. (2025). The Relationships Between Food Experience, Destination Food Image, Electronic Word of Mouth and Revisit Intention: A Study on Gaziantep. *Journal of Tourism and Gastronomies Studies*, 13(1), 653-679.
23. Hu, Y, Yu, M, F, Aung, A, T, Pineda, J, A, Chi, X, & Ahn, Y, J. (2025). The Influence of Exhibition Interactivity on Tourist Experiences at World Heritage Sites. *Sustainability*, 17(17), 7720.
24. Huu, T, N, Ngoc, H, N, Dai, L, N, Thi Thu, D, N, Truc, L, N, & Tron, L, N. (2024). Effect of tourist satisfaction on revisit intention in Chan To City, Vietnam. *Cogen Business & Management*, 11(1).
25. Huyen, L. T. T., Van, L. H., Vinh, N. T., & Tri, C. T. (2024). Tourists' satisfaction on cultural heritage tourism quality: An empirical study Hanoi, Vietnam. *Multidisciplinary Science Journal*, 6(1), 17. <https://doi.org/10.31893/multiscience.2024217>
26. Hwang, J., Joo, K., & Moon, J. (2023). Relationships among experience economy, tour quality, tour satisfaction, and word-of-mouth in the senior tourism context in Korea: the moderating role of tour guiding services. *Sustainability*, 15(8), Article 6367. <https://doi.org/10.3390/su15086367>
27. Ismail, N., Masron, T., & Ahmad, A. (2014). Cultural heritage tourism in Malaysia: Issues and challenges. *SHS Web of Conferences*, 12, 01059. <https://doi.org/10.1051/shsconf/20141201059>
28. Ismail, N. S., Salleh, N. Z. M., Omain, S. Z., Idris, N., Samori, Z., & Anas, N. (2018). Heritage Tourism at the Historical Town of Malacca: Examining Opportunities, Evaluating Challenges. *International Journal of Academic Research in Business and Social Sciences*, 8(1), 897–910. <http://dx.doi.org/10.6007/IJARBS/v8-i1/3958>
29. Jusoh, Jamil, Masron, T., Hamid, N. F., & Shahrin, N. (2013). Tourist expectation and satisfaction towards physical infrastructure and heritage elements in Melaka UNESCO World Heritage Site. *Academic Journal of Interdisciplinary Studies*, 2(8), 733-739. <https://doi.org/10.5901/ajis.2013.v2n8p733>
30. Jaharuddin, N. S., Mansor, Z. D., & Mohamed, A. (2023). The Impact of Five Key Tourism Supply Chain Sectors on Tourists' Satisfaction of Cultural Heritage Tourism in Melaka, Malaysia. *Global Business and Management Research: An International Journal*, 15(1), 37-49
31. Kozak, M., Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of travel research*, 260-269.
32. Ismail, N, MAsron, T, & Ahmad, A. (2014). Cultural Heritage Tourism in Malaysia : Issues and Challenges. *SHS Web of Conference* 12, (p. 1059).

33. Kennell, J., & Powell, R. (2020). Dark tourism and World Heritage Sites: a Delphi study of stakeholder perceptions of the development of dark tourism products. *Journal of Heritage Tourism*, 16(4), 367-381.
34. Khuong, M. N. , & Ngoc, N, T. (2014). The Effects of Destination Image, Perceived Value, and Service Quality on Tourist Satisfaction and Word of Mouth - A Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 8(5), 217.
35. Kutlu, D., Zambak, M., Soykan, S., Kasalak, M., & Cimen, Z. (2024). The Influence of World Heritage Sites on Tourism Dynamics in the EU 27 nations. *Sustainability*, 16, 9090.
36. Latiff, K, & Imm, N, S. (2015). The Impact of Tourism Service Quality on Satisfaction. *International Journal of Economics and Management*, 9(S), 67-94.
37. Latiff, K, & Imm, N, S. (2015). The Impact of Tourism Service Quality on Satisfaction. *Pertanika*, 9(S), 67-94.
38. Lee, S, Park, H, & Ahn, Y. (2019). The Influence of Tourists' Experience of Quality of Street Foods on Destination's Image, Life Satisfaction, and Word of Mouth: The Moderating Impact of Food Neophobia. *Int J Environ Res Public Health*, 17(1), 163.
39. Maraña, E.C, M. Cabusay, Della Torre, Rodriguez, Ruzol, De Leon, & Marc Barrion. (2024). Influence of food tourism on tourist satisfaction and revisit intention in Laguna. *GSC Advanced Research and Reviews*, 19(03), 045-057.
40. Markovic, S, Jankovic, S,R, & Gjurasic, M. (2022). Service Quality And Customer Satisfaction Measurement Of Dailyserv Scale. *Zbornik Veleučilišta u Rijec*, 10(1), 91-111.
41. Md Diton, N, A, Abu bakar, N, A, & Mahmuddin, S, F. (2025). Heritage Tourism: The Effect of Heritage Brand on Tourist Satisfaction. *Pertanika Proceedings*, 1, pp. 93-96.
42. Mustafa Malik, Al Salahmi, Al Kamiyani, & Al Habsi. (2020). Tourist Satisfaction With Heritage Site Attributes In The Sultanate Of Oman. *Enlighting Tourism A Pathmaking Journal*, 10(1), 28-57.
43. Li, X., Yuan, Y., & Zhang, J. (2024). The influence of tourists' emotional experiences on destination loyalty from the perspective of community economy. *International Journal of Tourism Research*, 26(1). <https://doi.org/10.1002/jtr.2630>
44. Moscardo, G. (1996). Mindful visitors: Heritage and tourism. *Annals of Tourism Research*, 23(2), 376–397. [https://doi.org/10.1016/0160-7383\(95\)00068-2](https://doi.org/10.1016/0160-7383(95)00068-2)
45. McKercher, B., & du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.
46. Mohd Zin, N. et al. (2017). Tourism service quality and satisfaction in Malaysia's heritage city. *Journal of Business and Social Review in Emerging Economies*.
47. Mohd Yusof, N. A., Ahmad, N., & Zulkifli, N. (2020). Heritage tourism and sustainable development in Melaka: Gaps and policy implications. *Tourism Planning & Development*, 17(3), 313–331. <https://doi.org/10.1080/21568316.2019.1693182>
48. Nguyen, T. H. (2021). Factors influencing tourists' satisfaction and revisit intention in Vietnam. *Academy of Strategic Management Journal*, 20(4), 1–12.
49. Ozdemir, B, Aksu, A , Ehtiyar, R, Çizel, B, Çizel, R, B, & İçigen, E, T. (2012). Relationships Among Tourist Profile, Satisfaction and Destination Loyalty : Examining Empirical Evidences in Antalya Region of Turkey. *Journal of Hospitality Marketing and Management*, 21(5), 506-540.
50. Park, J, & Jeong, E. (2019). Service Quality in Tourism: A Systematic Literature Review and Keyword Network Analysis. *Sustainability*, 11(13), 3665.
51. Patuelli, R., Mussoni, M., & Candela, G. (2013). The Effects of World Heritage Sites on Domestic Tourism: A Spatial Interaction Model for Italy. *J. Geogr. Syst*, 15, 369-402.
52. Poria, Y, Reichel, A., & Biran, A. (2006). Heritage Site Management: Motivations and Expectations. *Annals Tourism Research*, 33, 162-178.
53. Portal Rasmi Jabatan Warisan Negara. (2025). Retrieved from Portal Rasmi Jabatan Warisan Negara: <https://heritage.gov.my/my/>
54. Rahayu, S, Nurahmi, M, & Samsuddin, W. (2023). The Influence Of Promotion And Service Quality On Satisfaction And Its Impact On Tourist Loyalty In Historical. *RGSA Rev. Gest. Soc. Ambient*, 18(4), 1-23.
55. Rajaratnam, S, D, Munikrishnana, U, T, Sharif, S, P, & Nair, V. (2014). Service quality and previous experience as a moderator in determining tourists' satisfaction with rural tourism destinations in Malaysia : Partial Least Square Approach. *Procedia - Social Behavioural Science*, 144, 203-211.

56. Rasoolimanesh, S. M., Jaafar, M., Ahmad, A. G., & Barghi, R. (2017). Community Participation in World Heritage Site Conservation and Tourism Development. *Tourism Management*, 58, 142-153.
57. Rogers, A, Castree, N , & Kitchin, R. (2013). *A Dictionary of Human Geography*. Oxford University Press
58. Piramanayagam, S., Sud, P., & Seal, P. K. (2020). Influence of culinary services on tourist satisfaction and destination loyalty. *Tourism Review*, 75(4), 823–839. <https://doi.org/10.1108/TR-05-2019-0207>
59. Purnawan, & Putri, L. F. (2024). Important factors of transportation that can improve the quality of tourist travel in Bukittinggi. In *Advances in Civil Engineering Materials* (Nia & Awang, Eds.), *Lecture Notes in Civil Engineering* (Vol. 466, pp. 879–895). Springer. https://doi.org/10.1007/978-981-97-0751-5_75
60. Ramli, Z. (2017). Heritage tourism in Malaysia: Potential and challenges. *Social Sciences*, 12(2), 431–440.
61. Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21. <https://doi.org/10.1016/j.jhtm.2018.03.005>
62. Salleh, M. et al. (2014). Tourist satisfaction in heritage tourism: A case study in Melaka. *Journal of Tourism, Hospitality & Culinary Arts*.
63. Su, M. M., & Wall, G. (2016). A comparison of the perceptions of cultural tourism impacts among residents and tourists in a World Heritage Site in China. *International Journal of Tourism Research*, 18(6), 547–556. <https://doi.org/10.1002/jtr.2071>
64. Sherbini, Ayman & Aziz, Yuhanis & Md Sidin, Samsinar & Yusof, R.N.R.. (2017). Differences between service quality and customer satisfaction: Implications from tourism industry. *International Journal of Applied Business and Economic Research*. 15. 343-360.
65. Süer, S. (2021). The Relationship between Tourist Satisfaction and Service Quality with Recommendation Intention: Study of a Cultural Heritage Site. *Journal of Tourism and Gastronomy Studies*, 9(2), 710–724. <https://doi.org/10.21325/jotags.2021.812>
66. Seyfi, S. & Hall, C. M. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management*, 21, 100621.
67. Saleem, M. A., & Umar, R. M. (2023). Heritage interpretation and tourist satisfaction: Empirical insights. *Journal of Heritage Tourism*, 18(1), 56–71. <https://doi.org/10.1080/1743873X.2022.2023203>
68. Salleh, M., , Omar, K., , Yaakop, A. Y, & Mahmmud, A. . (2013). Tourist Satisfaction in Malaysia. In E. J. Techera, *Safeguarding cultural heritage: Law and policy* (Vol. 4, pp. 221-226).
69. Singh, A., & Sarmah, B. (2023). Does tour quality impact tourist satisfaction? Experiences from Ziro Valley, India. *Benchmarking: An International Journal*. Advance online publication. <https://doi.org/10.1108/BAJ-12-2023-0072>
70. Sing, A, & Sarmah, B. (2023). Does tour quality impact tourist satisfaction? experiences from Ziro Valley, India. *Benchmarking : An International Journal* .
71. Singh, S, V, Singh, K, & Ranjan, R. (2020). Service Quality, Tourist Satisfaction And Revisit Intention Study Ov Visitors In Jaipur. *An International Bilingual Peer Reviewed Refereed Research Journal*, 10(39), 34-42.
72. Sari, P, I, & Lestari, Y, D. (2021). Determinants of Tourist Satisfaction and Dissatisfaction on Tourism Village. *Jurnal Pendidikan & Ekonomi Bisnes*, 9(1), 9-24.
73. Sasongko, G., Kameo, D., Siwi, V. N., Wahyudi, Y., & Huruta, A. D. (2025). The Effect of Service Quality and Heritage Tourism on Tourist Loyalty : the case of Borobodur Temple. *Heritage*, 8, 77.
74. Severt, D., Wang, Y, Chen, P. J, & Breiter, D. (2008). Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference. *Tourism Management*, 28(2), 399-408.
75. Tagiya, M, & Odang, M. (2024). Does tour quality impact tourist satisfaction. *Business Analyst Journal*, 45(1), 24-40.
76. Timothy, D., & Boyd, S. (2003). *Heritage Tourism*. Harlow: Pearson Education.
77. Timothy, D.J, Erdogan, H, A, & Samuels, J. (2024). *Archaeological Heritage and Tourism: The Archaeotourism Intersection* (Vols. 2-3). doi:<https://doi.org/10.1080/13505033.2024.2416744>© 2024 Informa UK Limited, trading as Taylor & Francis Group
78. Teh, T. H., & Mohammad, N. H. (2022). Exploring the roles of local food in developing Lenggong Valley as a rural food tourism destination. *GEOGRAFIA: Malaysian Journal of Society and Space*,

- 18(2), 16–31. <https://doi.org/10.17576/geo-2022-1802-02>
79. Tiganis, A., & Chrysochou, P. (2024). Exploring tourist preferences for local food: a Best-Worst Scaling analysis and market segmentation approach. *British Food Journal*.
80. UN Tourism. (2025). Retrieved from UN Tourism: <https://www.untourism.int/>
81. UNESCO Institute for Statistic. (2009). Retrieved from <https://uis.unesco.org/en/glossary-term/cultural-heritage>
82. UNESCO. (2008). Melaka and George Town, Historic Cities of the Straits of Malacca. Retrieved from <https://whc.unesco.org/en/list/1223>
83. Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
84. Wee Kah Man, A. (2023). Adaptive reuse and authenticity: Promoting urban conservation in Melaka's historic town. *Journal of City: Branding and Authenticity*, 1(1), 73. <https://doi.org/10.61511/jcbau.v1i1.2023.73>
85. Weng, L, He, B, J, Liu, L, Lee, C, & Zhang, X. (2019). Sustainability Assessment of Cultural Heritage Tourism: Case Study of Pingyao Ancient City in China. *Sustainability*, 11, 1392.
86. Yang, X, Balasubramaniam, K, & Soeiro, J, D. (2025). The effects of service quality on customer satisfaction and recommendation intention: Domestic versus international customer. *International Journal of Hospitality Management*, 131.